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BOWLING

PROFILE OF A DYNAMIC MARKET

BOWLING

One of the most popular participation sports in the U.S.A.

If you are marketing products or services with broad-based appeal, take a good look at bowling as a marketing tool. Whether your target market is youth, active adults or seniors; upscale or budget conscious; white collar or blue; bowling provides access to and a common point of recognition for millions of people.

Take advantage of the nationwide popularity of bowling in your next advertising or promotion campaign. Use bowling as a theme, a new state-of-the-art bowling center as a background, or consider us as a joint promotion partner. Bowling can make a difference in your next marketing effort and the National Bowling Council can help you make it happen.

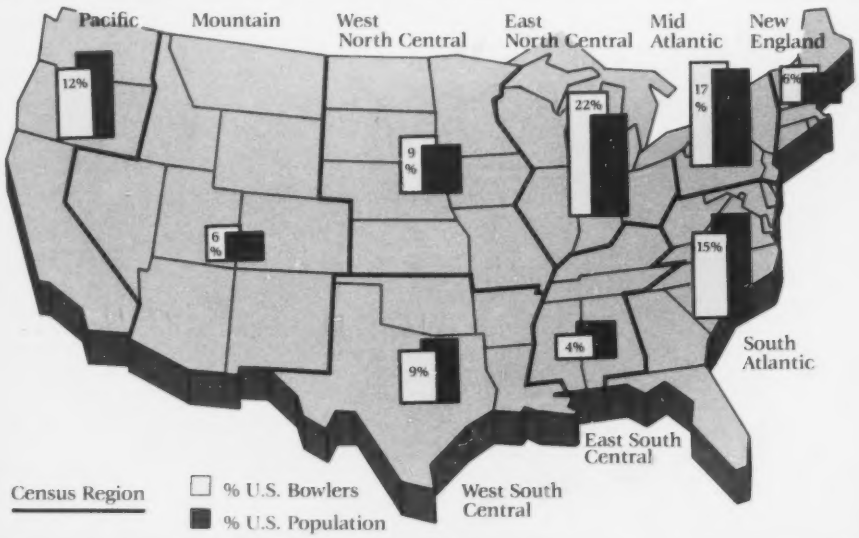
Bowling is popular nationwide and year-round

Because bowling is an indoor, all-weather sport, you will find bowlers throughout the country, in small towns and large, along the lines of the general population. Bowling has a nationwide year-round appeal – unlike some participant sports which can only be played under specific conditions.

If you want nationwide year-round exposure, bowling has it. Anytime, anywhere people want to have fun and enjoy the relaxation and competition of sport, a bowling center is never more than a short distance away.

Sources:
Market Facts, Inc., 1987; U.S. Bureau of Census, Series P-25, #998, 1987.

Bowlers by Geographic Region



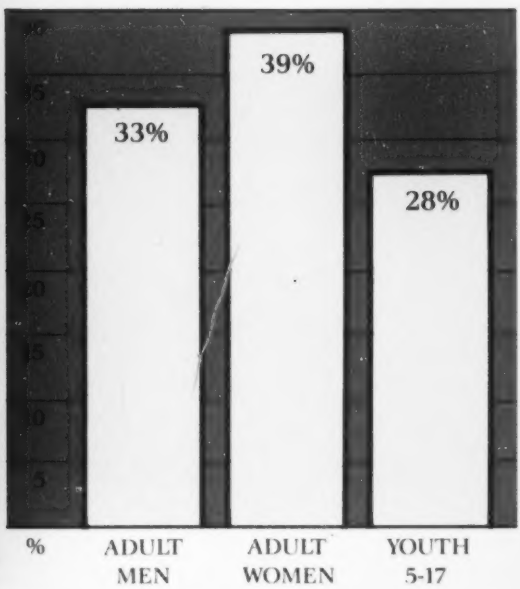
One out of three Americans Bowl

This massive participant sport is enjoyed by almost one out of every three men, women, and children in the country today. In fact, 9 out of every 10 Americans have bowled at least once.

There are 68 million bowlers who visit thousands of neighborhood bowling centers nationwide at least once each year. Those 68 million men, women and children bowl an average of 11.6 times per year . . .that's 788.8 million visits this year alone, or about 15 million visits every week!

Sources:
Market Facts, Inc., 1987.

Market Balance



Bowling is a massive organized market

Bowling isn't just one of the most popular sports in America, it is also one of the most organized.

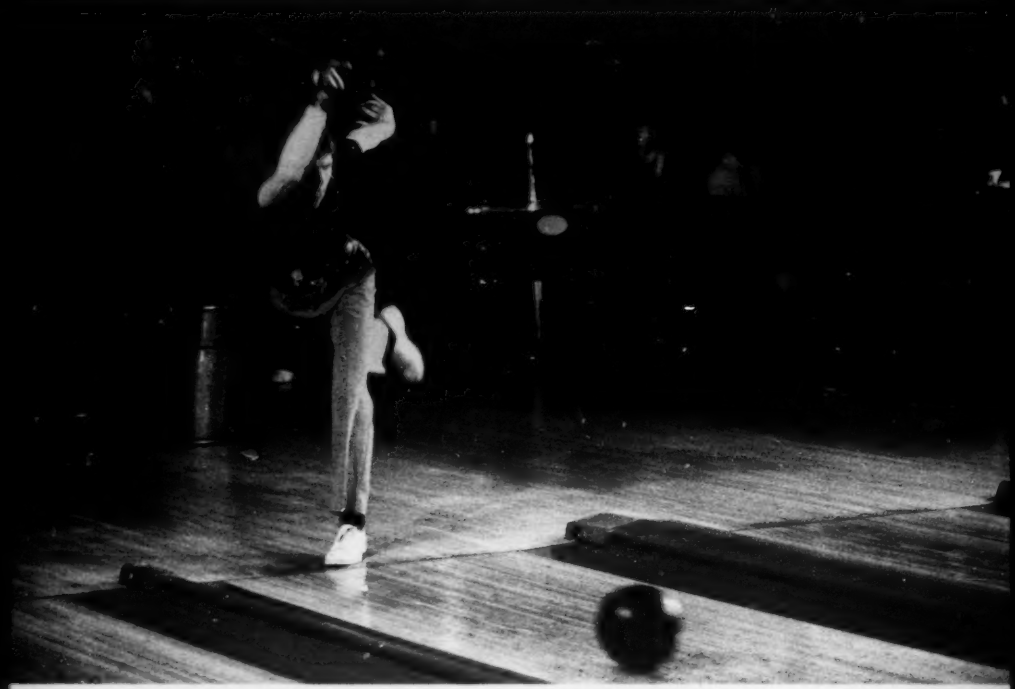
Eight million youths, adults and seniors regularly participate in hundreds of thousands of sanctioned leagues throughout the country.

League Bowling

Adult League Bowlers:	7 million
Youth League Bowlers:	1 million
Total:	8 million

Sources:

American Bowling Congress, 1987; Women's International Bowling Congress, 1987; Young American Bowling Alliance, 1987.



DEMOGRAPHICS

Bowlers constitute a huge market with real purchasing power

Bowlers form a massive market segment. Their incomes, education, family size, and lifestyles make them heavy consumers of a wide variety of products and services. Most bowlers are very enthusiastic about their sport and relate strongly and positively to bowling promotions and media depictions of the sport.

America's bowlers...Once you see their attractive income, occupation, and education demographics, you'll know why bowlers are the great American market.

Bowlers offer attractive demographics

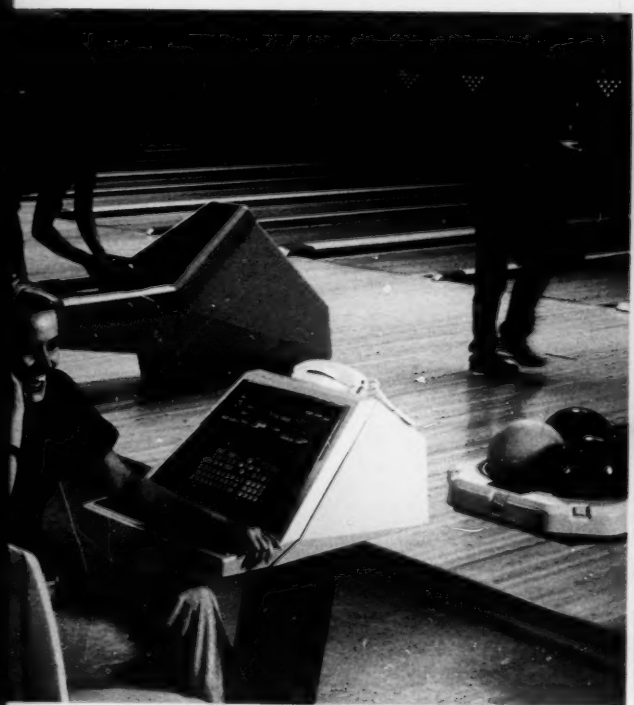
American bowlers represent an attractive market. They offer a broad spectrum of consumer characteristics in terms of who they are, where they live, and how much they earn.

Bowlers are younger, more affluent and better educated than the national average.

Sources:
Market Facts, Inc., 1987; U.S. Department of Commerce Bureau of Census, 1987

Bowler Profile

PROFILE	U.S. BOWLERS	U.S. POPULATION	BOWLERS ARE:
Median Age	**27.4 yrs**	**35.6 yrs**	
18-34	38.3%	31.3%	
18-49	58.2%	51.5%	**Younger**
25-49	44.8%	39.3%	
Income			
Median Household Income	$30,600	$23,618	**More Affluent**
Households with Income 25,000+	62%	48%	
Educational Level			
Graduated/Attended College	52%	36%	**Better Educated**
High School Graduate	93%	75%	
Employment			
Professional/Managerial/Technical	35%	27%	**White Collar**
Clerical/Sales	40%	28%	
Households			
Mean Household Size	3.5 persons	3.2 persons	**Family Oriented**
Married	73%	60%	
Own Home	78%	64%	



Bowling is popular with all age groups

Bowling is a life-time sport that knows no age barrier. All ages enjoy the relaxation and sociability of the game through leagues as well as through casual bowling.

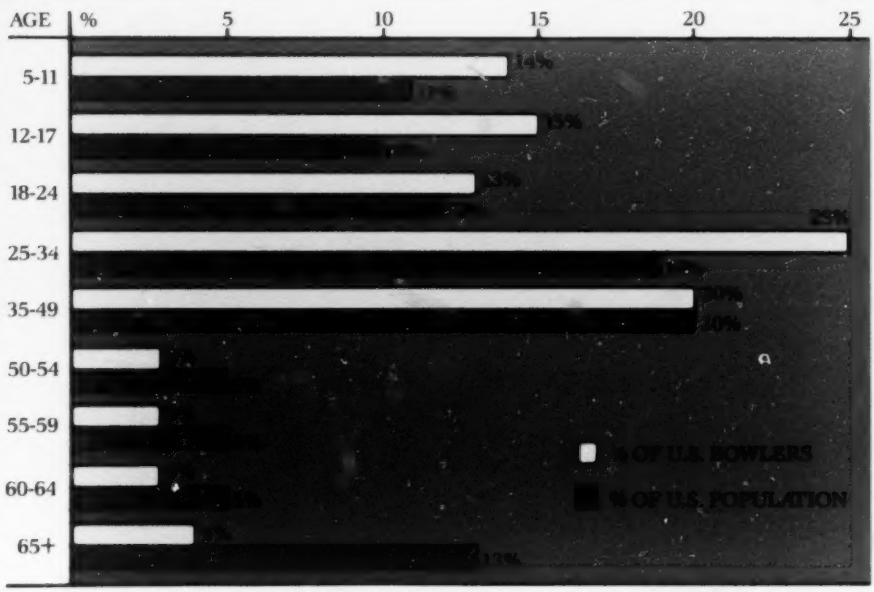
The majority of league and casual bowlers fall into the 18 to 49 age category – the people who purchase the bulk of the products and services sold in the United States. Bowlers represent a very important, and lucrative, mass market.

Heart of The Market:

	38% are 18-34
Adults 18+	58% are 18-49
	45% are 25-49

Sources:
Market Facts, Inc., 1987; U.S. Census Bureau, Series P-25, #1000, 1987.

Bowlers by Age Group



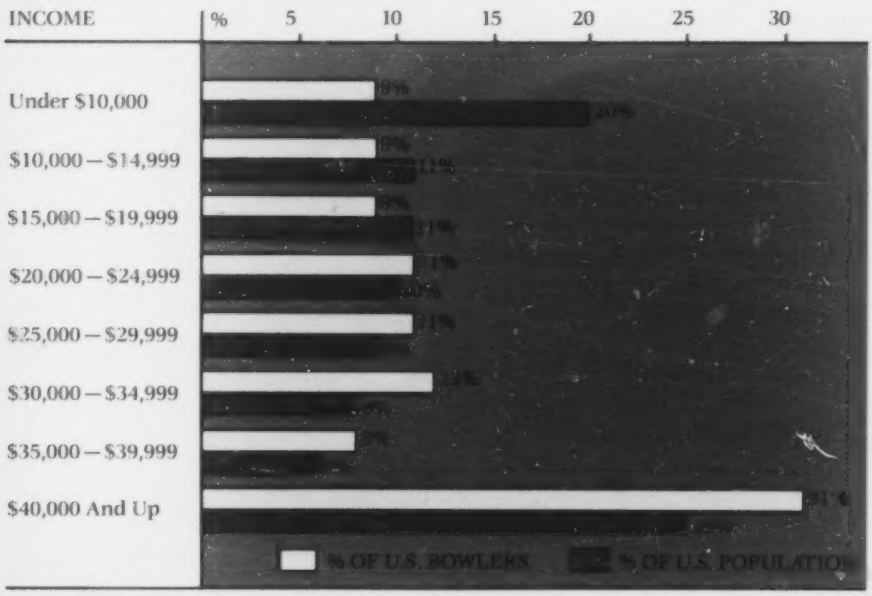
Median Age: U.S. Bowlers: 27.4 years U.S. Population: 35.6 years

Bowlers exceed the national average in income

When it comes to income, bowlers do quite well. Their median household income is $30,600, almost $7,000 higher than the U.S. median. Thirty-nine percent have household incomes over $35,000 and 62 percent over $25,000. Because of their numbers and solid incomes, purchasing power is one reason bowlers are the great American market.

Sources:
Market Facts, Inc., 1987; U.S. Census Bureau, Series P-60, #154, 1987.

Bowlers by Household Income



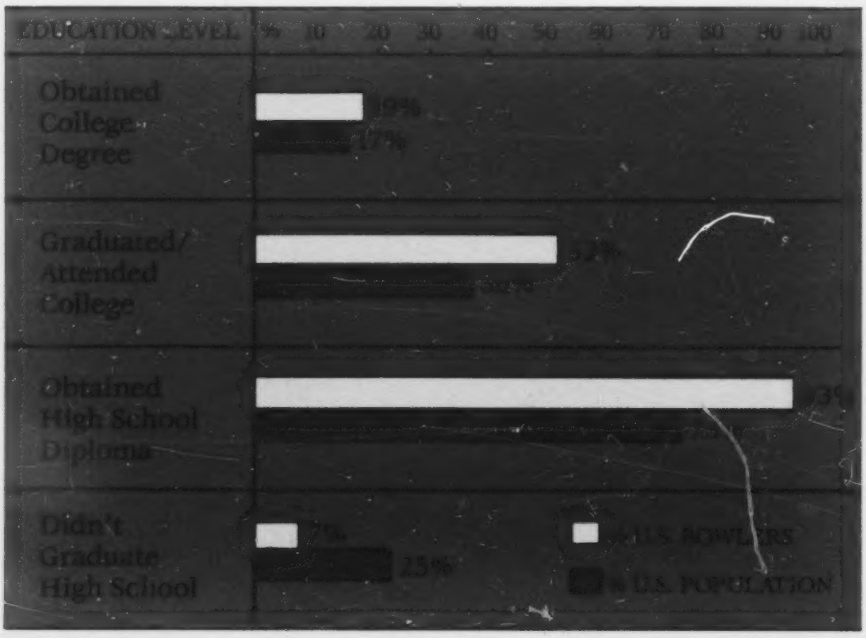
Median Income: U.S. Bowlers: $30,600 U.S. Population: $23,618

Bowlers are better educated than the national average

Today, three out of every ten adults in the United States have some college training. When bowlers are singled out, research shows that five out of every ten have some college training. Bowlers also exceed the national average in the percentage of college graduates in their ranks.

Sources:
Market Facts, Inc., 1987; U.S. Census Bureau, Education Division, 1987.

Educational Level Attained



Bowlers come from all walks of life

Although one-third of adult bowlers are managers or professionals, you'll find people from all walks of life at a bowling center. In fact, ask the people in your office and you will probably find that you're working with a bowler.

Occupation

	% U.S. BOWLERS	% U.S. POPULATION
Professional/ Managerial/ Technical	35	27
Clerical/Sales	40	28
Service	15	13
Other	10	32

Sources:
Market Facts, Inc., 1987; U.S. Department of Labor, Bureau of Labor Statistics, Vol. 34, #9, 1987.

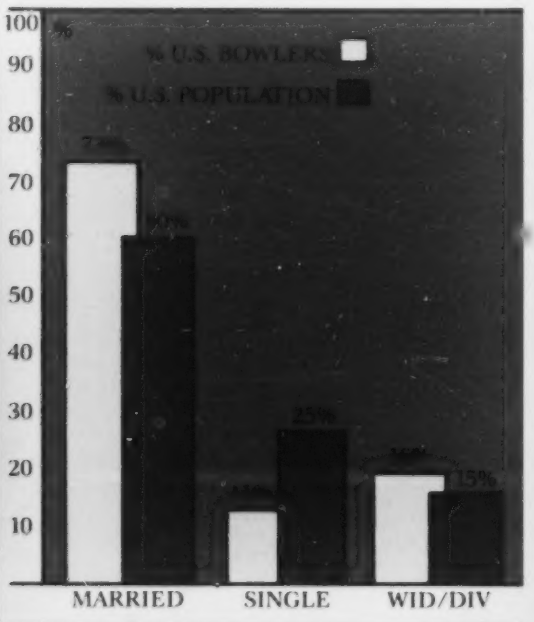
Bowlers are family oriented

A majority of the adult bowlers in the U.S. are married, and almost half have children. Of course these statistics are to be expected, since bowling appeals to families as a sport in which both young and old can compete and enjoy a relaxing pastime together.

Bowlers' family orientation shows up in their households . . . and household purchases. Three-fourths of the bowling households boast three or more members. Bowlers also provide a stable market, with 78 percent of bowlers owning their homes.

Sources:
Market Facts, Inc., 1987; U.S. Census Bureau, Series P-20, #410, 1987; U.S. Census Bureau Housing Division, 1987.

Marital Status



Household Size

SIZE (Persons)	% U.S. BOWLERS	% U.S. POPULATION
1	8	11
2	19	28
3	21	20
4	29	23
5	16	12
6	5	4
7+	2	2
Mean	3.51 persons	3.18 persons

Home Ownership

78% of U.S. Bowlers own their homes
64% of U.S. Population own their homes

Whatever your product or service, investigate bowlers

THE GREAT AMERICAN MARKET

Data for this profile was gathered from a sample of 15,000 demographically-balanced, nationally representative households. The bowling participation of 23,814 persons was surveyed to provide this profile of persons 5 years of age and over, who have bowled one or more times in the past year.

If you have questions not answered by this profile, contact the National Bowling Council. We have been the marketing arm of the sport since 1943, and have helped scores of companies improve their bottom line through bowling.

NATIONAL BOWLING COUNCIL
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